

WORLDDEF ISTANBUL

YENIKAPI | 11-13 JUNE 2026





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ISTANBUL

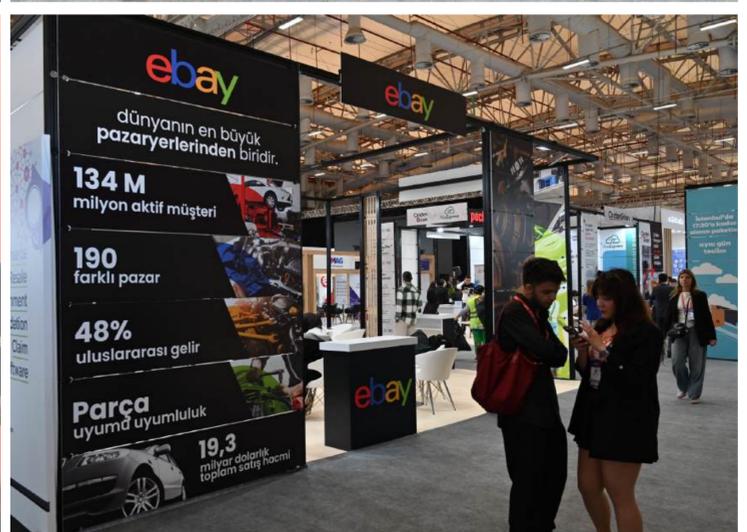
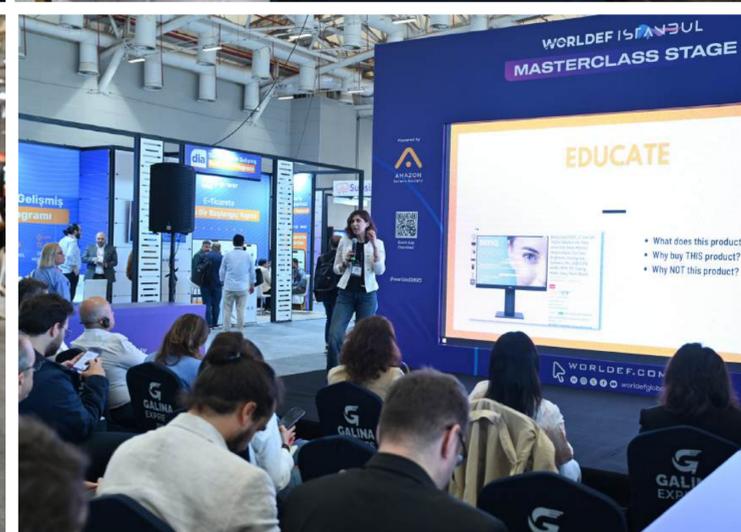
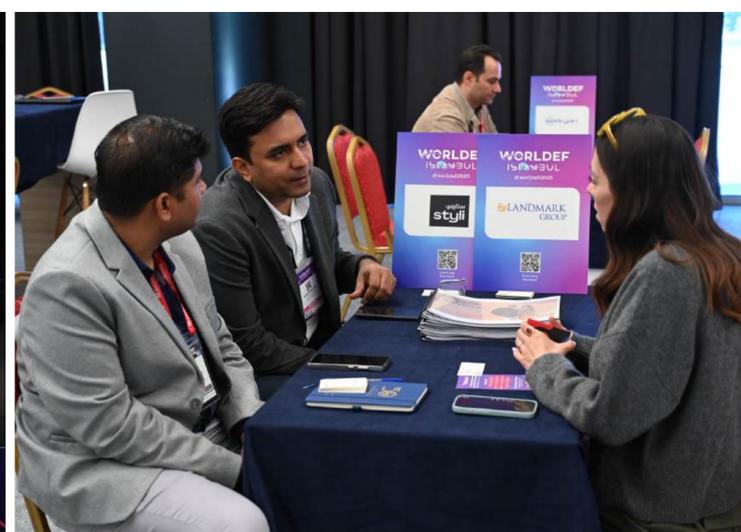
11-13
JUNE 26

About WORLDDEF

WORLDDEF ISTANBUL 2026 is the premier event for global e-commerce stakeholders. This transformative event in metropolitan Istanbul invites the e-commerce ecosystem to form strategic partnerships, build international networks, and explore new opportunities. Engage in insightful discussions and gain perspectives from leading global e-commerce experts and industry leaders. This forum serves as a catalyst for change, uniting visionary leaders to shape the future of e-commerce.

Event Journey





WORLDEF Istanbul 2025 Post Show Report

85.88%
New Promoter Score (NPS)

77.35%
Lead Quality Rate

92.70%
Percentage of Participants to attend next year

Top 20 Countries



Previous Exhibitors

WORLDDEF

Social Media Platforms



Logistics



Payments



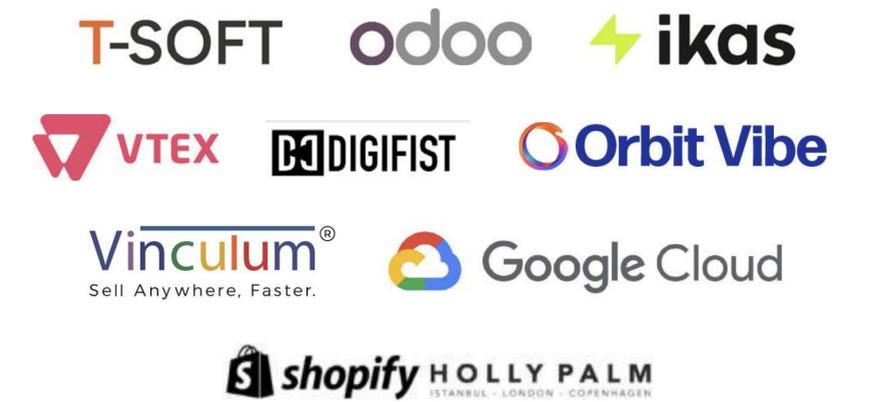
Marketplaces



Retail Brands



Technology & Consultancy



Previous Media Partners

WORLDDEF

BBC
WORLD

The
Economist



[N] The
National



**Harvard
Business
Review**

euronews.



Middle East
Economy



TRT



B B C



Middle East
Forbes

Bloomberg



HABERLER.COM

SonDakika.com

AKSAM



Hürriyet



**TECH
INSIDE**

KOLAY DEĞİL



fintechtime.



parcelmonitor

» postbranche.de
DAS Portal rund um Brief, Paket, E-Mail & Co.

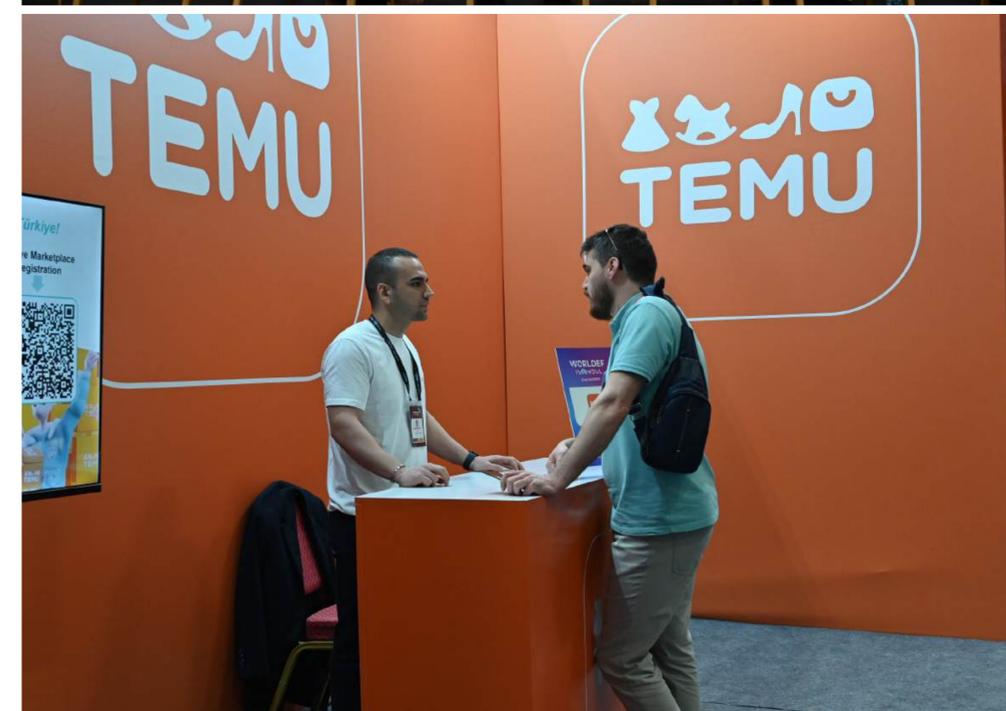
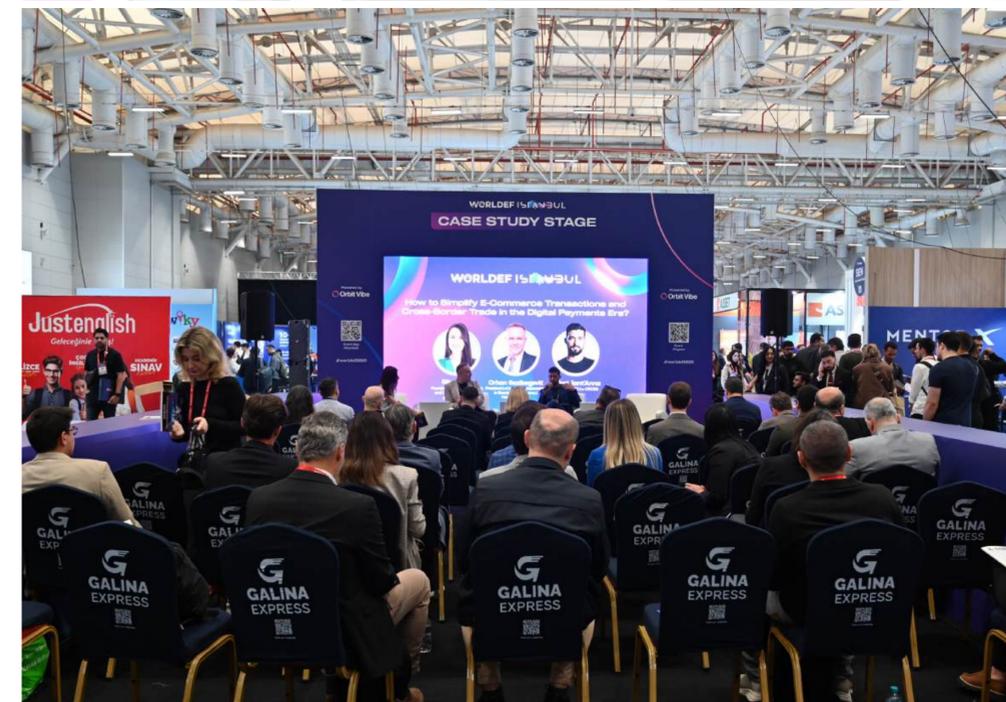
Connecting Global E-Commerce

EXHIBITORS

- Logistics Companies
- Fintech Companies
- Digital Marketing Agencies
- Marketplaces
- Technology Companies
- Accounting Services
- Consultancy Companies
- Legal & Law Companies
- Fulfillment Companies
- Packaging Companies
- Store Automation & Management
- AI & Data Analytics
- Government Institutions

VISITORS

- Retail Brands
- Dot com Sellers
- Marketplace Sellers
- Influencers
- Social Media Sellers
- Manufacturers
- Investors
- Dropshippers
- Startups



Key Highlights

- ▶ Lead Generation
- ▶ Government Relations Development
- ▶ Expand Global Trade
- ▶ Brand Visibility
- ▶ Investment Opportunity

30K Participants

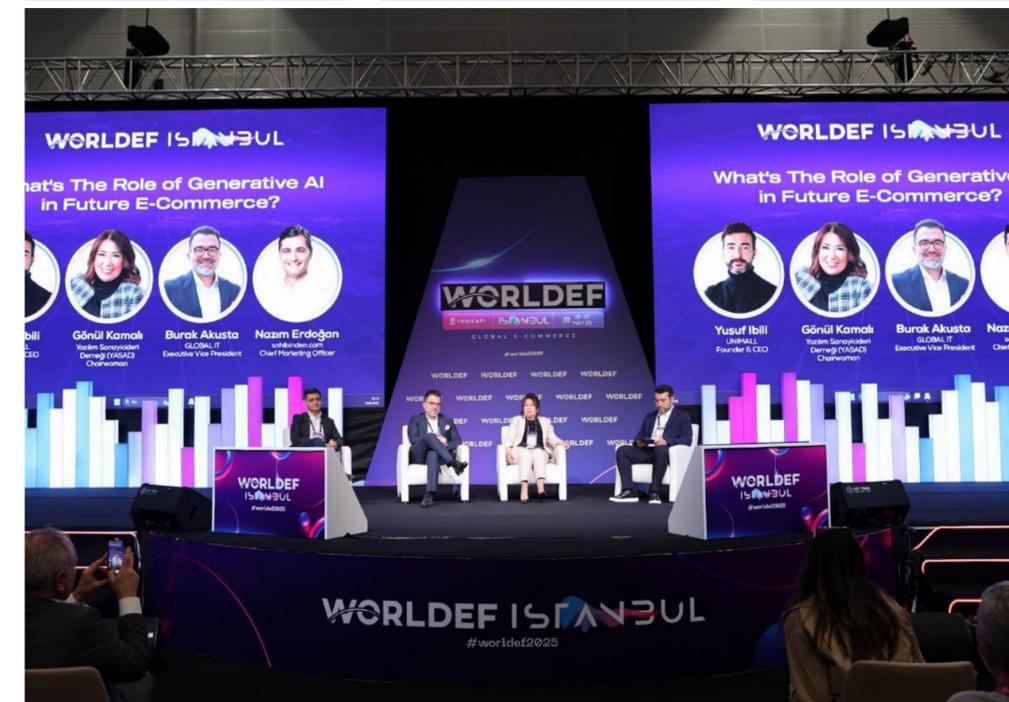
500+ Retail Brands

50+ Countries

240+ Exhibitors

3 Stages

200+ Speakers



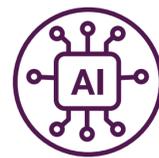


Program Themes & Tracks

TOPICS



Digital Commerce



Artificial Intelligence



Fintech



Logistics

STAGES

MASTERCLASS

- Compliance
- Customer Experience
- Marketplace Selling

CASE STUDY

- Success Story
- Cross-border Growth Strategy

INVESTMENT

- Startups
- Fund Raising
- Pitch Competitions

Potential Speakers



H.E. Dr. Mohammed Al Zarooni
Executive Chairman
DIEZ Authority



Yamine Ali Hassan
GM Amazon Advertising
Turkiye, Egypt and SA



Erdem Inan
CEO



Nilhan Gökçetekin
CEO



Dr. Sohail Choudhry
CEO | Naqel Express
Group CCO | Saudi
Post Logistics



Clara Shi
Chief Executive
Officer



Alastair Croker
Chief Executive
Officer



Francis Dufay
Chief Executive
Officer



Neil Patel
Co-Founder and
Youtuber



Sami Louali
Chief Revenue
Officer



Bala Subramaniam
Head of Omnichannel



Manosij Ganguli
Chief Sustainability
Officer



Ramazan Altınay
Head of International
Affairs, Business
Development Strategy



Sundeep Khanna
Partner,
Deloitte Middle East,
Consumer & Retail



Muhannad Hasan
Ecosystem Development
Manager, Meta Business
Partnerships, Middle
East & Africa



Prakash Gurumoorthy
General Manager
EMEA & APAC



Francois Coron
Managing Director



Hosam Arab
Chief Executive
Officer



Bradley Sutton
Director of Training
& Chief Evangelist



Dharmendra Mehta
Group Head
of E- Commerce



Enis Karslıoğlu
Chairman, CEO



Kanat Kutluk
President



Nazim Erdoğan
CMO



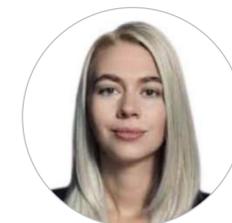
Ben Mclean
Head of E-Commerce
DHL UAE



Krystel Abi-Assi
CEO



Mohammed Sakhariya
Head of Direct Sales



Marina Khanayeva
CEO



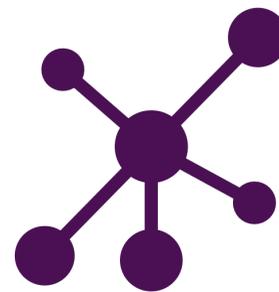
WORLDDEF

Join Us at WORLDDEF ISTANBUL 2026



Go Global

Break into the international e-commerce market and expand your reach



Network

Meet industry leaders and innovators from around the world, all in one place



Innovate

Discover the latest trends, technologies, and strategies transforming e-commerce today.

Don't miss this chance to propel your business into the future of e-commerce.

Secure your spot at WORLDDEF ISTANBUL 2026 and be part of the next wave of global e-commerce success!

Transform NOW and REGISTER your business!

Partnership Packages

	STAR TYPE 1 STAR 	STAR TYPE 2 STARS 	STAR TYPE 3 STARS 	STAR TYPE 4 STARS 	STAR TYPE 5 STARS
WORLDDEF VIP Connect Access	✗	✗	✓	✓	✓
VIP Lounge Access	✗	✗	1 Person	2 Person	5 Person
WORLDDEF VIP Connect B2B Table	✗	✗	✓	✓	✓
B2B Table	✗	✗	✓	✓	✓
Booth Space	9 m2	18 m2	27 m2	36-48 m2	46-60 m2
WORLDDEF VIP Connect Logo Positioning	✗	✗	✗	✗	✓
Private Reception in VIP Lounge	✗	✗	✗	✗	✓
Event After Movie	✗	✗	✗	✗	✓
Private PR Studies	✗	✗	✗	✗	✓
Logo Positioning on Outdoor Billboards	✗	✗	✗	✗	✓
Logo Positioning on the Partners Wall	✓	✓	✓	✓	✓
Logo Positioning in a Website	✓	✓	✓	✓	✓
Company Participant Right	5 Person	8 Person	10 Person	30 Person	50 Person
Executive Ticket Right	2 Tickets	3 Tickets	5 Tickets	8 Tickets	10 Tickets
Interview/News in WORLDDEF Magazine	✗	✗	✓	✓	✓
Ads on All Stages and Digital Billboards	✗	✗	✗	✓	✓
LIST PRICE	5,490\$	8,900\$	12,900\$	44,900\$	109,900\$

Mini Booth for Startups

We offer a *perfect platform* to introduce your *startup* to global investors and industry professionals.

2.900\$



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Thank you!



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